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1909 SPRING CATALOGUE 1909  
KEVITT'S PLANT FARM

Honor the man who listens to reason and changes his doctrine when he sees the new light.

Wrest a living and a competence from the soil by planting one acre of strawberries by my system.



INTRODUCTION

My object in giving my experience with The Strawberry Plants through a series of years.

For years it has been a trying task to get the Strawberry Plant properly balanced. Now I am being rewarded by producing enormous crops of strawberries from each individual plant every season.

ATHENIA, PASSAIC COUNTY  
NEW JERSEY

# Nineteen Hundred and Nine.

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**Another season is here** for the grinding of the soil. I am sending out my eighteenth annual spring catalogue. I wish to thank everyone who so kindly favored me with their orders the past season, 1908, trusting that every sale of plants has been satisfactory in every way. This year, 1909, my stock of plants is larger than ever and in the pink of condition; full of fibrous roots sure to grow and give satisfaction. The past year I have received complimentary letters, congratulations and inquiries and I wish to thank each one for the sincere interest they have taken in my new system of growing strawberries. At my field meeting held on my grounds last June a large number of eminent men and fruit growers from several states were very enthusiastic over my scientific work of building up the strawberry plant and its great display of fruit; to each plant it brought before the mind the lesson or doctrine that my system of growing strawberries was perfect in every way and a success, showing single plants yielding over one and a half quarts of strawberries. For years my theory with the strawberry plant is, first to give it space, second to build up the fruiting organs and fruiting crowns or stools by restriction, and third to let the plant have plenty of sunshine.

Fundamentally I wish to explain the building up of the strawberry plant. By restricting and increasing a crop yield per acre, set out a plant, keep all runners cut off, do not let a single young plant grow. The parent plant at once grows a mass of fibrous roots, later it makes or builds up its fruit organs or fruiting crowns the same as all cold-blooded plants do the year previous. Thus we have a plant full of life, strength and energy.

**I have asserted for years** that the strawberry plant can be built up so as to give a larger yield of fruit, and by present knowledge I have every good reason to believe we may increase the yield. As regards my system of growing strawberries, there seems to be some unbelievers; I wish to say, and have every reason to believe, that every grower who grows strawberries by my system may grow the enormous crops which I claim, per acre, and will enter a rich field and a safe landing of results the second season and every year after from the same plants and solve the perplexing question of the unbelievers.

Yours very respectfully,

T. C. KEVITT,

Athenia,

New Jersey.

## INTRODUCTORY

**I have taken great care** to have my description accurate and intelligible and in the selection of varieties my customers may rely upon what I say as being the results of careful observation and study of the different varieties as they appear under cultivation here.

**The crop of 1908**, grown by my system, has been in every way a success and satisfactory. Single Glen Mary plants yielded the enormous crops which I claimed they would. Today these same plants, now twenty-nine months old, show more vitality than one year ago, going to prove that a strawberry plant may be retained for years, growing and yielding big crops of fruit year after year without renewing when grown under my system.



## BEFORE YOU ORDER

**Orders** should be sent just as early as possible.

**Time of Shipment.** Very often I can make shipments as early as March first, at this time plants can be safely sent by freight.

**Guarantee** plants ordered by mail or express to reach customers in good condition when promptly taken from the express or post office and opened at once, and heeled in trenches and water applied.

**Claims**, if any, must be made on receipt of plants. I can not become responsible for neglect of purchaser to attend to stock upon being received.

**True to Name.** While I use every precaution to have all plants true to label, each variety is staked and—I am as successful in doing this as anyone in the plant trade—I will not be responsible for any sum greater than the cost of the plants should any prove otherwise than as represented.

**Twenty-six.** All plants are tied twenty-six in a bundle, counted as 25.

**Payment.** Invariably, cash in advance.

**Remit** by money order, registered letter or draft, postage stamps for the fractional part of a dollar (2, 3, 4, 5 and 10 cents preferred). Never send any money loose in the letter, it is at your own risk if it gets lost, which is often the case.

**Plants by Mail.** Parties living at a distance from a railroad or express office often find it a convenience to have plants sent by mail. I guarantee plants to reach any part of the United States in a perfect condition. If sent to foreign countries, plants should be sent in March, when plants are in a dormant condition. If plants are wanted by the hundred by mail add 25 cents to each hundred.

**Your Choice Always.** I will make you a good selection if you describe your soil. When orders cannot be filled to the letter I return your money unless you wish me to send you some other good or better kind.

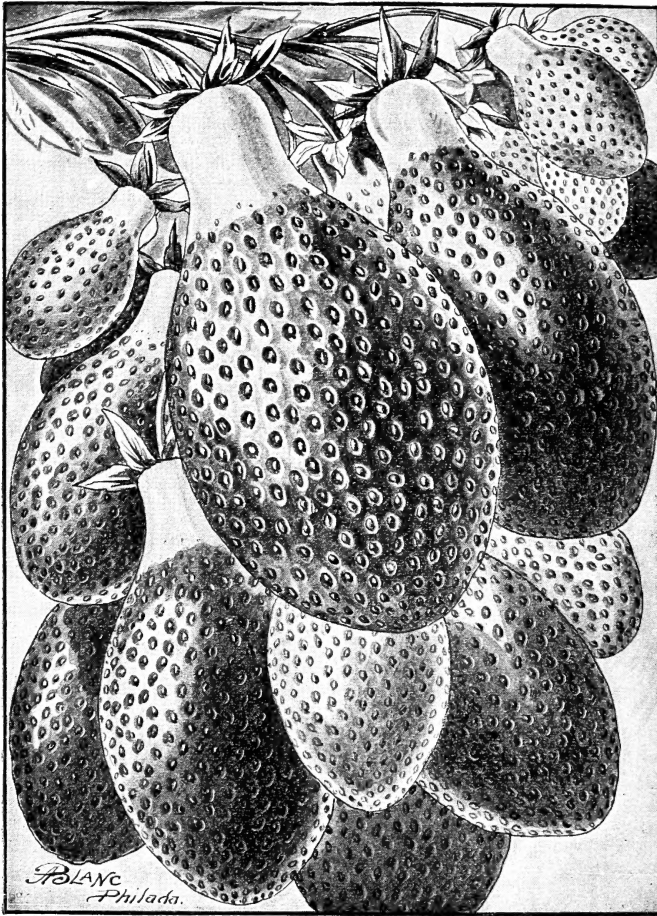
**Location of My Plant Farm.** About 12 miles from New York city, in the northern part of New Jersey. Trains every half hour from N. Y. city. To reach my plant farm take Erie R. R. or D. L. and Western R. R., to Athenia, N. J., only ten minutes walk from the depot.

## The Greatest Strawberry of the Age.

Nature's Wonderful Gift to Mankind.

**T. C. KEVITT,**

**Originator.**



KEVITT'S WONDER.

The most distinctive and individual of all American strawberries Unlike any other. This new type has never been dreamed of before. Nothing like it has ever been introduced of the fine varieties. Sixteen years growing seedling strawberries; year after year I have sown strawberry seed trying to improve on our long list by hybridizing a plant that possesses the power to produce a berry parting freely from the calyx, a berry that contains no acid, a berry that has very few seeds, that is mild and sweet, a plant that will yield a heavy load of fruit, a berry that may be shipped across the continent and arrive in a fair condition.

In describing this new strawberry which I have fruited on my grounds now for four seasons would say it ripens with Glen Mary; plants short and stocky, very thrifty growers, foliage dark green, very prolific berries, bright red with a long neck, very firm, of long shape; single plants set out in September yielded over half a pint of fruit and every berry perfect in shape. This new strawberry was offered under a contract. In 1907 not receiving enough orders I returned them. In my mid-summer, 1908, catalogue it was offered again. The past season I received enough orders to give me good security for my years of hard labor. The past season I have been successful in growing about thirty thousand strong rooted plants which will be offered this spring.

**My guarantee on all sales:** If you don't find it to be one of the best strawberries you have ever fruited, I will cheerfully return your money paid for plants. This is a strong statement but I am going to back it up.

**Important for best results:** In planting this new strawberry, plants should be set out by my system in beds one foot apart each way, and all runners cut off.

All plants will be sent by mail prepaid and guaranteed to arrive in a fresh condition.

**PRICE OF PLANTS.**

12 Strong rooted plants for.....	\$1 00
25 " " " " .....	1.75
50 " " " " .....	2.25
100 " " " " .....	3.00
1000 " " " " .....	25 00



**Highest Award  
FOR MY PLANTS  
at the  
Pan-American Exposition**



DESCRIPTION OF THE BEST AND MOST PROFITABLE VARIETIES NOW GROWING ON MY PLANT FARM.

**GLEN MARY, (Semi-Perfect).**

**The money-maker.** This great berry has out-distanced all varieties for productiveness as long as I have grown strawberries. Glen Mary has shown like a meteor all these years, towering above all varieties I have ever fruited on my grounds; the yield per acre is enormous; it is a wonderful sight to see its great crop of fruit to each plant; it has proven to be one of the leaders. The berries are of large size, bright color, firm; it makes strong, sturdy, healthy plants that are amply able to mature its immense load of fruit. It is certainly worthy of trial. I do not hesitate to recommend it to all. This is the variety I wish you to try, and set out a bed by my system 12 for 20c., 100 for 50c. 1000 for \$3.00.



**SAMPLE, (Imperfect).**

**10,000 to 15,000** quarts per acre in the matted rows. Sample and Glen Mary bring me more money per acre than any other variety growing on my place. I have fruited a good many kinds the past sixteen years. I must frankly admit that Sample, for productiveness, surpasses all others in value, growing freely on every class of soil. The plants make a very thrifty growth; every plant forms a number of fruit crowns; berries large to very large, pointed, globular, light bright red, moderately firm and of good flavor, ripens medium late. I cannot say enough of this all-around berry.

12 for 20c., 100 for 50c., 1000 for \$3.00

**CLIMAX, (Perfect).**

**Next to Glen Mary** as a money-maker. It will yield fully as many quarts to the acre. The first shipment of berries brought 14 cents per quart wholesale. Productiveness is simply immense, Plant is a very vigorous grower. The foliage is a beautiful dark green; berries rich, dark glossy red; ripens very early. A remarkable feature of the plant, it builds up more fruit crowns than any other variety. Let climax be on your list

12 for 20c., 100 for 50c., 1000 for \$3.00.

**PRESIDENT. (Imperfect).**

**This is one** of the most perfect shaped berries I have ever fruited; it is one of the most attractive berries in the baskets; the plants are an open grower; never produce more than one fruit stem to each one-year-old plant; each stem bears from six to eight large, round, bright scarlet berries and deepens into a rich shade when fully matured.

The President will command the best prices in every market. I find it bears best on two-year-old plants, same as the Gandy. This variety requires a heavy clay loam for best results. 12 for 20c., 100 for 50c., 1000 for \$3.50

**MARSHALL, (Perfect).**

**One of the best** flavored berries now grown. As an exhibition berry, and for the home garden, it is peerless. It is the first of the extra large berries to ripen; although of great size the fruit is rarely ever misshapen; the color is a rich, glossy crimson that everyone admires, the surface color running well into the flesh, and the quality is far above the average. As to productiveness, it will not yield as large a number of berries as some varieties. 12 for 20c., 100 for 50c., 1000 for \$3.00.

**NEW YORK, (Perfect).**

**This is the only** variety that I know of that does not require rich soil and should be planted on light soil for best results. I find it yields best on a hillside. A light covering of manure in the fall is all it requires to bring an enormous crop of berries. I have fruited it extensively each season as one of our money-makers. For best results it should be grown in the narrow, matted rows; the vines are very healthy and vigorous making but few runners when a bed is built up, throwing its strength and vigor into the magnificent berries; in form the berries are very handsome; color crimson; deliciously rich and melting. 12 for 20c., 100 for 50c., 1000 for \$3.00.

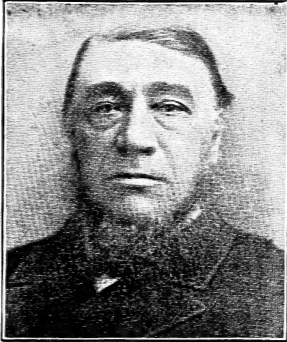
**STEVENS' LATE CHAMPION, (Perfect).**

**One of the most** productive late varieties; of the Gandy type but more productive; is a much better grower; it makes strong, vigorous plants which yield heavy crops of fruit; makes plenty of sturdy plants which take root promptly. The fruit is large,



long, a little flattened and sometimes slightly creased, but generally smooth; the color is a bright red, it ripens all over; it is one of the best to stand long shipments; it ripens very late; it will prove to be valuable to growers on account of its firmness. 12 for 20c., 100 for 50c., 1000 for \$2.50.

### OOM-PAUL, (Perfect).



The most valuable strawberry now growing to pollinize imperfect blossoms. This great berry was introduced by me some years ago and today it is listed as one of the leaders the country over. Plants are robust growers, making young plants freely. The berries are luscious and of immense size; they are very firm for so large a berry; in general it is wedge shape; flesh dark red all through; the green calyx adds to the attractiveness of the fruit; in productiveness it is truly a marvel both in size and quantity. The splendid large berries are borne on stiff, stout stems. Oom Paul 12 for 20c., 100 for 50c., 1000 for \$3.00.

### WM. BELT, (Perfect).

One of the most profitable and best flavored strawberries. Its great size and beautiful bright color recommends it to both the grower and the consumer. The plants are strong, sturdy growers. The first berries to ripen on each stem are of immense size and coxcombed; a good pollinizer for pistillate sorts; a very reliable one to plant. 12 for 20c., 100 for 50c., 1000 for \$3.00.

### SARATOGA, (Perfect).

A new one from the Empire State, originated by William Palmer, of Saratoga County. It makes a very strong growth of healthy, vigorous plants with very dark green foliage. It has not fruited with me, but looks very promising. I quote the originator as follows: "I exhibited the Saratoga at the New York State Fair in September, 1906, one plant set in May, 1906, with ordinary field culture, that had 25 good plants and several small ones. A portion of three acres was of this variety, cared for the same as the balance of the field; at one picking at the height of the season yielded at the rate of 5,000 quarts to the acre, maturing at the last of the crop with the Gandy. I have been testing it on different soils for three years, with equally as good results. It has a perfect blossom, and is a cross between the Glen Mary and Sample, two of the leading all-around berries. It has a deep red color; is a good shipper. Season, medium to late."

If this berry has the good qualities of its parents, the Glen Mary and Sample, combined, it should certainly make a good one. 12 for 50c., 100 for \$1.25, 1000 for \$10.00

### ALMO (Perfect).

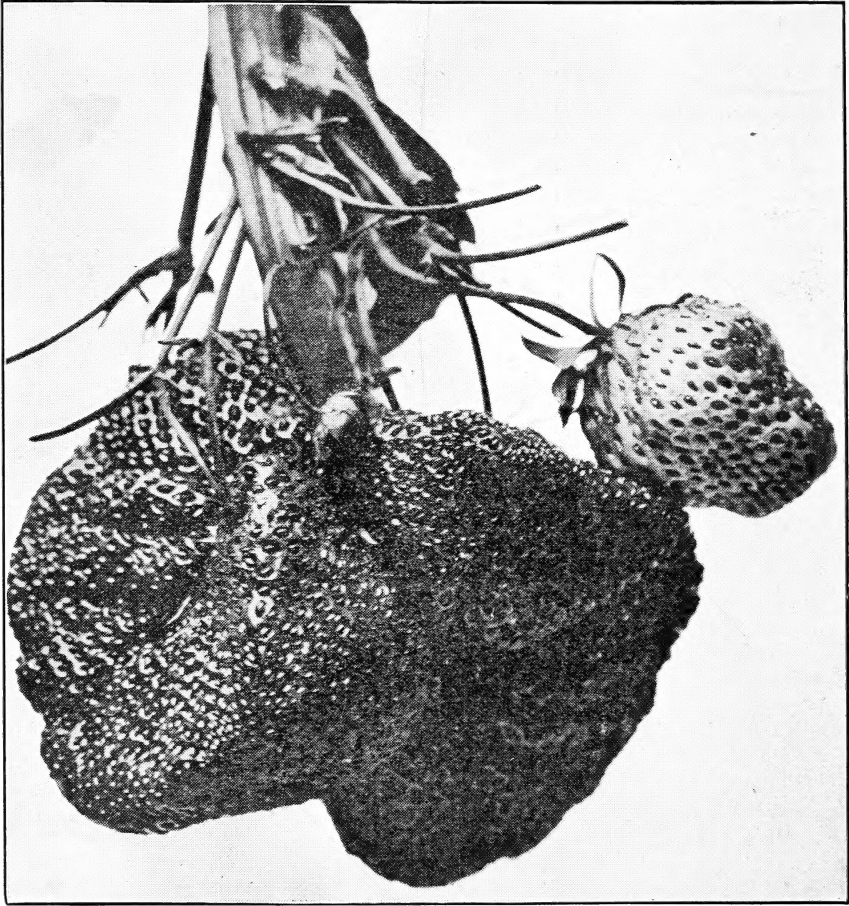
**Is One of the First to Ripen.** Last season it proved to be ripe May 28th, on my grounds.

Productiveness is simply immense, the foliage is a beautiful light green; berries rich, dark glossy red, very thrifty grower; every berry is perfect; the best early strawberry I have ever fruited. Prices 12 for 25 cents; 100 for 50 cents; 1000 for \$3.50.

### **NORTH JERSEY, (Perfect).**

One quart of berries from a single plant. Berries medium large, perfectly formed, pointed, globular and glossy; rich dark red; high quality. Each plant has three to six fruit stalks and is enormously productive. One of the earliest to ripen; 12 plant 40c., 100 for \$1.00, 1000 for \$5.00

### **DIXON STRAWBERRY.**



Actual Size.

**This Berry**, originated in New York state, is no doubt a seedling of William Belt. The plant is a strong, vigorous grower, its foliage is a beautiful light green; the berries are extra large; unlike most large varieties are of a delicious flavor; the Dixon excels all for size and productiveness. For years I have tested all new varieties as they came along. I must say that Dixon is the giant among strawberries. Lots of fun and money in growing strawberries that will measure three and a half inches in your own garden, and show your skill in horticulture. It will be a great honor to place a plate of Dixons on exhibition in some show window in your town with your card attached. 12 for 50c., 100 for \$1.00, 1000 for \$5.00.

### **GANDY, (Late—Perfect Flowering).**

**One of the Best Late Strawberries** ever introduced. Strictly fancy, berries large and perfect in form, and firm. Color, bright crimson and as glossy as if varnished. It has a large, bright green calyx, which greatly adds to the beauty. This is one of the latest and best flavored berries we have. The quality is all that can be desired, giving out a most delicious aroma, suggestive of both strawberries and peaches. It ripens from late to very late. The plants are very vigorous growers. In well fertilized soil this berry is a big yielder. 12 for 20c., 100 for 50c., 1000 for \$2.50.

### **CHESAPEAKE, (Perfect).**

**This New Berry** was first offered by Mr. W. F. Allen of Maryland, 1905. I have fruited this choice late berry the past season on my grounds and found it all Mr. Allen claimed for it. It is as late as Gandy; more productive; the plants are vigorous growers sending out long runners which make strong, young plants which root readily; fruit large size, very attractive when picked; in flavor it ranks with Marshall and others; it is the best late strawberry I know of. My stock this season is limited. Will have about 10,000 plants to offer. 12 for 30c., 100 for 75c., 1000 for \$5.00.

### **CARDINAL, (Imperfect).**

The following I borrow from M. Crawford's catalogue:

Probably this has been more prominently before the public for the last two years than any other berry. It was originated, or rather discovered, in 1896, by Mr. George J. Streater, a well known Ohio horticulturist, now in California, and introduced two years ago by the Templin Company, of Calla, Ohio. We have been familiar with this splendid berry for four years, and our faith in it lives and grows. The plant is perfect, large and luxuriant, and sends out many sturdy runners, which take root readily and make strong plants. The leaves are smooth and handsome, and very large and thick, furnishing abundant shelter for the blooms and berries. The fruit is large, though not the largest, nearly round, obtusely pointed, and beautifully smooth and uniform. The color is a rich, brilliant red—no white or green tips—12 plants for 20c., 100 for 50c., 1000 for \$3.00.

### **HAVERLAND, (Imperfect).**

Is enormously productive of long, conical, light scarlet berries, medium to large in size, very smooth and uniform in appearance. Light flesh, of very mild, pleasant flavor. A good berry under any system of culture, and a grand and profitable one under best methods. 12 for 20c., 100 for 40c., 1000 for \$2.50.

### **UNCLE JIM, (Perfect).**

Only a moderate plant-maker, and so every plant is a buster. Very stout leaf-stalks, broad, tough foliage and many fruiting crowns to each plant. It is somewhat of the same type as Maximus, only is a deeper red on outside and has the red flesh all through. "The finest and best of all the big berries; wonderfully productive, firm and will bear handling equal to Gandy. Begins to ripen in midseason and holds out till very late. It is the most productive big berry, the finest big berry, the best quality big berry of any ever fruited." 12 for 20c., 100 for 50c., 1000 for \$3.00.

Canadian customers, when wanting plants sent by mail, must add 5c., per dozen, 13c., per 50, and 25c., per 100, to prepaid rate, as we have to pay double postage to your country.



2 PLANTS OF PAN-AMERICAN

### **PAN-AMERICAN FOUND AT LAST.**

A strawberry plant that produces a large and continuous crop of fine strawberries from August until winter. It fruits on new runners and old plants; is a strong grower that needs no petting. Pick off all fruit stems up to July 15th; after that date allow it to bloom August 15. The first ripe strawberries may be picked at same time the young plants start to bloom. The ideal berry for the family garden.

Price of plants: 4 pl \$1.00; 6, \$1.25; 12, \$2.50; 50, \$7.50; 100, \$15.00. Sent prepaid by mail or express on receipt of price.

### **MAKING A BEGINNING.**

If you do not have money enough to buy land lease a piece for a term of years with a contract privilege of buying it; spend your money for manure; get in debt for it; get it anyhow; get what you can and set out a small patch as a starter; grow in the business; money will come easy the second year.

### **NOTICE.**

I have about 10,000 transplanted strawberry plants to offer this spring that will yield a fair crop in June if planted early, the varieties are: Glen Mary, President, Oom Paul, Sample, Joe, New York, Climax, and Wm. Belt at \$1.00 per 100; \$8.00 per 1,000 by express.

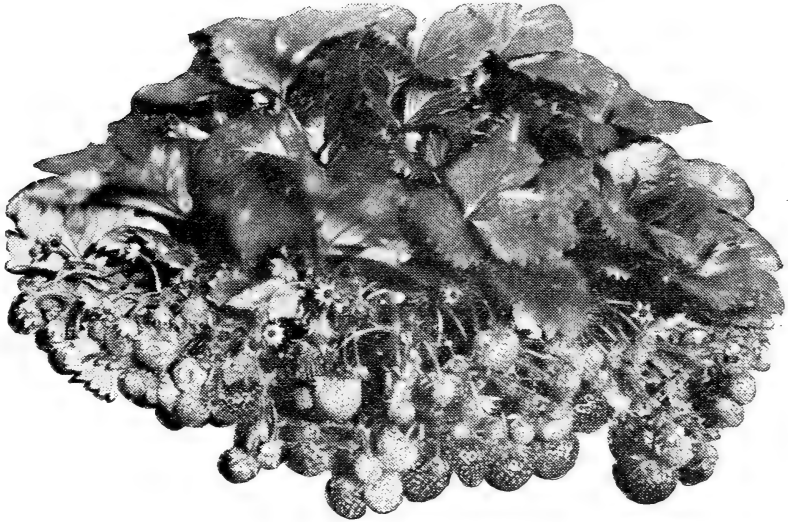
GRANT PARK, Ill., Oct. 16, 1908.

T. C. KEVITT.

DEAR SIR:—The 12 Pan-American Plants I bought from you a year ago, they bore fruit June, July, August, September and at this date are in bearing. Yours truly,

A. W. AUSENBAUM.

## THE AUTUMN.



Is a pistillate and should be set in alternate rows with the Pan-American. It is a seedling of the Pan-American, but, unlike it, if set in the fall, giving it plenty of room and good cultivation, removing all fruit stems the next spring, it will make a host of new plants, that are small at first but when set the next spring, in the row for fruiting will be larger in August than the Pan-American, and should be set fifteen inches apart in the row. The fruit stems should be removed in the spring. Unlike the Pan-American, it will not blossom again until about the 15th of July, and will blossom heavily for about six weeks and then spend all its energies ripening its load of fruit. All runners should be kept off the fruiting row. This plant does not fruit much on the new runners. The berries are not quite as large as the Pan-American, but better shape and color.

Prices of plants: 6 plants, 25c; 12 plants, 40c; 25 plants, 60c; 50 plants, \$1.00; 100 plants, 75c. Sent prepaid by mail.

### **Great American Money-Making Crop: The Strawberry.**

There comes a time in almost every man's life when he is seized with the desire to get out in the country to take up some work or occupation which places him close to nature—the heritage which has been handed down to us from the time when our ancestors were tillers of the soil. It is a matter of wonder that more persons who feel that they are not getting along as a wage-earner do not take to the strawberry culture. There are people who are not only making snug incomes but are getting rich growing strawberries. I have given this branch of agriculture a careful study for the past nineteen years. As a money-making crop it out-distances everything the farmer raises.

529 King St., POTTSTOWN, Pa., Oct. 17, 1908.

T. C. KEVITT.

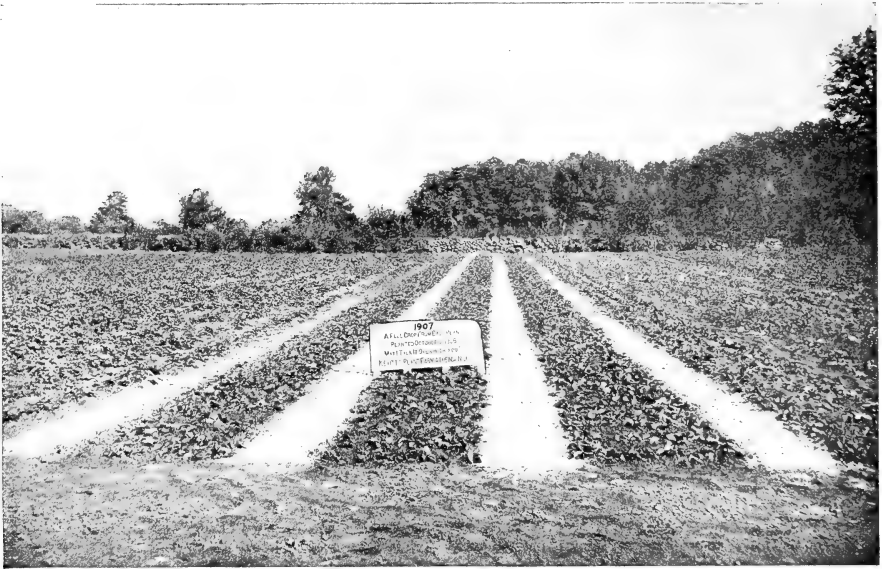
DEAR SIR:—I received the plant ordered the 14th inst. in good condition.

J. LACHMAN.

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## KEVITT'S SYSTEM.

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### THE NEW WAY.

Now yielding from 35 to 50,000 quarts per acre.

**Plant to Produce Big Crops** instead of the mass of small berries and profusion of runners and foliage found on the plants of average growers; that is, to have one plant produce as much fruit and more than ten weak plants in the matted rows. How we guide the growth of the plant making it take the form of a single plant by restriction. My object is to show how plants may be improved and strengthened so as to meet the requirements of the grower. It has been shown that the strength of the plant all goes to runners and foliage and not to the development of the fruit organs if a plant is allowed to send out runners.

**My System of Strawberry Culture** is a prize that will be worth hundreds of millions of dollars yearly, and it will be won. Fundamentally, my work is concerned with the production of wealth by increasing a crop yield per acre; by building up the strawberry plant; by restrictions, keeping all runners cut off. When a runner is cut off, the parent plant starts to build up a fruit crown; on the side of the parent plant the fruit buds are fully matured in the fall in these individual crowns.

Hence the physical development of the plants in which the fruit organs are fully developed for the next season's crop. With this system of culture the plants do not become exhausted and will produce large crops for years without renewing the old way. The plants generally cease to be profitable after the second year and must be ploughed under and re-set. I want you to try my system in a small way this season and grow the enormous crops which I claim each plant will produce the second year and every year after.

My experience has shown clearly that the possibilities in the improvement of our most useful plant, the strawberry, are almost unlimited; this phase of plant culture has received considerable attention but probably much less than it deserves; the crowning feature of my plant farm is to search for new truth in order that the boundaries of human knowledge, regarding plant science and practice, may be enlarged. I point out to you nothing more than I have accomplished, and whereas I have spent many years of hard work and large sums of money in experimenting with these plants you can, for a very small sum, stock your ground and grow enormous crops of strawberries.



THE OLD SYSTEM YIELDING FROM 6 TO 10 THOUSAND QUARTS PER ACRE.

### **PERFECT (Versus) IMPERFECT FLOWERING.**

Imperfect flowering must have a row of perfect flowering sort among them, or better plant every fourth row perfect sort so as to pollinize the blossoms.

### **BRIEF DIRECTIONS.**

Strawberries should have a rich soil for the best results, and the most profitable way: plough the soil good and deep, then apply good, well-rotted manure, at the rate of twenty-five tons to the acre, then level your soil and set out the plants; let the manure be on top of the soil for strawberries; never plough the manure into the soil; mark out your beds four feet apart—path between each bed one foot nine and three-quarters wide same as shown in map—set out your plants in the beds 1 foot apart each way. This method of planting requires 1,940 plants to each lot 25x100 feet or 33,795 plants per acre. This method of strawberry culture you will find to be the most profitable. Late in the fall cover or apply twenty-five tons of manure to the acre; cover the beds to a depth of three inches with well-rotted manure. In spring, as soon as plants begin to show life, rake the coarse manure from the beds, let the fine manure remain; let the plants grow through this fine manure, which will act as a mulch to keep the berries, clean and prevent the growth of weeds in summer and retain moisture.



**Reviews**—The past season on my plant farm, the following varieties, from observation the most prolific, that is from a commercial standpoint, to plant are Glen, Mary, Sample, Stevens' Late Champion, Joe, New York, Gandy, Chesapeake, Almo, Wm. Belt, Saratoga and Kevitt's Wonder.

## DIRECTIONS TO BEGINNERS.

Start in a small way, learn to increase your plantation each season.

**Strawberries.**—Fertilize the ground as for a good field crop—commercial fertilizers produce the least weeds. Select ground that had hoed corn on last year. The best land is one with heavy clover plowed under and then one hoed crop. Keep your land thoroughly cultivated, don't allow the weeds to get a start.

Set plants as early in the spring as possibly. Set with the crowns level with the surface of the ground, and press the earth firmly about the roots.

Cut off blossoms from spring-set plants the first year. Runners that are to be cut should be cut as soon as they appear—not after they have sapped the plant to make useless growth.

Keep the surface of the ground continually stirred—not so much to kill weeds as to conserve moisture. Cultivate after every shower and once in five or six days during drouth.

Cover the ground between the plants with straw, or litter, in October. Cover the plants themselves as soon as hard freezing begins. Remove the mulch from over the plants when growth commences in the spring.

Keep down weeds in the spring by very shallow cultivation or pulling by hand and conserve moisture by mulch among the plants.

When a grower discovers an insect pest and wants information about it, the best way is to send specimens and full written particulars to the entomologist of the experiment station of his own state.

## GETTING RICH

Growing strawberries; few men get rich on a salary, some men quickly get a home and pay for it and surround themselves with luxuries and find a good deal of pleasure in life by growing strawberries on the farm.

When you receive the plants and you are not ready to set them out do not leave them in the package but heel them in by digging a small trench in some shady place.

## RHUBARB ROOTS.

Every home-garden should have a few hills of Mammoth Rhubarb. A few have found great profits from buying roots in the spring, growing them one summer in very rich soil so as to establish a lot of crowns on each plant, and in the fall packing these roots solidly together in a cool, dark cellar, with rich earth between. In March and early April, six weeks before Rhubarb can be had from the open ground, beautifully pink, tender stalks 2 or more feet high can be cut and marketed at fancy prices. In this way many an old unused cellar, or a portion of any house cellar, can be made to give a fine cash income with little or no trouble or expense. When marketing season is over divide the roots and plant in open ground to build up crowns for next winter's fruitage. There is money in cellar grown Rhubarb. Superb Victoria roots, \$1 per doz., \$4 per 100; 300 or more roots at \$3 per 100.

BELMONT, N. Y., Sept. 3, 1908.

I received plants all right, and are fine as ever received.

H. H. SORTER.



THE THIRD CALL FROM THE LAND OF STUMPS.

**A Few Words for My Strawberry Plants**, from the land of stumps, the natural soil for this cold-blooded plant: I am going to dig and ship the best, strongest and most vigorous lot of plants I have ever grown from this virgin soil, plants that are full of life, and each plant will have a mass of fibrous roots. This soil is made up from years of sedimentary deposits and is rich in every element of plant food; you have but to look at the tremendous growth of timber to realize the exhaustless strength of this soil. I expect to harvest an enormous crop this second season from this land of stumps.

### PLANT COLLECTIONS.

**Collection A**—By mail, postpaid for \$1.00, 12 Chesapeake, 12 Stevens' Late Champion, 12 Climax, 12 Almo, 12 Glen Mary, and 12 Gandy.

**Collection B**—12 Autumn, 12 William Belt, 12 Stevens' Late Champion, 12 Sample and 12 Glen Mary for \$1.00.

**Collection C**—12 Cardinal, 12 Saratoga, 12 Oom Paul, 12 Autumn and 12 Stevens' Late Champion.

BELMONT, N. Y., Aug. 27, 1908.

MR. TICE C. KEVITT.

DEAR SIR:—The strawberry plants arrived in fine condition. They are the best plants, and were in the best condition of any that I ever received during many years' experience in purchasing. I thank you for the additional fifteen "President" plants. I have thirty varieties for experiment and enjoyment. Yours sincerely,

(Rev.) DAVID STREET.

## COLLECTIONS BY EXPRESS, NOT PREPAID.

**Collection D**—100 Cardinal, 100 Almo, 100 Sample, 100 Stevens' Late Champion for \$1.00.

**Collection E**—100 Glen Mary, 100 Gandy, 100 Autumn and 100 Stevens' Late Champion for \$1.00.

**Collection F**—100 Glen Mary and 1000 Stevens' Late Champion for \$5.50.

**Collection G**—Enough to plant 25 x 100 feet, my system: 1000 Glen Mary and 940 Gandy for \$5.00.

**Collection H**—Enough to plant  $\frac{1}{4}$  acre, my system: 5000 Glen Mary, 2000 Gandy, 1000 Sample and 445 Stevens' Late Champion for \$23.00.

**Collection I**—Enough to plant  $\frac{1}{2}$  acre, my system: 10,000 Glen Mary, 4000 Stevens' Late Champion and 2900 Gandy for \$45.00

**Collection J**—Enough to plant one acre, my system: 20,000 Glen Mary and 13,795 Stevens' Late Champion for \$85.00

**Collection K**—Enough to plant two acres, my system: 50,000 Glen Mary 17,-590 Sample for \$165.00,

## NUMBER OF PLANTS REQUIRED TO SET ONE ACRE.

Distance	Plants.	Distance	Plants	Distance	Plants	Distance	Plants
1 by 1 foot,	43,560	4 by 3 feet,	3,630	6 by 3 feet,	2,420	7 by 5 feet,	1,224
2 by 1 foot,	21,780	4 by 4 feet,	2,722	6 by 4 feet,	1,815	7 by 6 feet,	1,037
2 by 2 feet,	10,890	5 by 1 foot,	8,712	6 by 5 feet,	1,452	7 by 7 feet,	888
3 by 1 foot,	14,520	5 by 2 feet,	4,356	6 by 6 feet,	1,210	8 by 3 feet,	1,815
3 by 2 feet,	7,260	5 by 3 feet,	2,904	7 by 1 foot,	6,232	8 by 4 feet,	1,361
3 by 3 feet,	4,840	5 by 4 feet,	2,178	7 by 2 feet,	3,111	8 by 5 feet,	1,989
4 by 1 foot,	10,890	5 by 5 feet,	1,742	7 by 3 feet,	2,074	8 by 6 feet,	905
4 by 2 feet,	5,445	6 by 1 foot,	7,206	7 by 4 feet,	1,555	8 by 7 feet,	777
		6 by 2 feet,	3,306			8 by 8 feet,	680

The outlay and cost the first season to set one acre to strawberry plants my system:

Ploughing.....	5 00
Leveling.....	2 00
Manure and Carting.....	35 00
Plants.....	85 00
Setting out plants.....	10 00
Cutting runners and Cultivating.....	35 00
Manure and Carting for fall.....	35 00

\$207 00

I am now firmly convinced that a strawberry plant when 2, 3 or 5 years old will bear more and finer fruit and will continue at this standard for a number of years if planted by my system.

The most successful and productive to plant by my system are Glen Mary, Stevens' Late Champion, Sample, Chesapeake, Gandy and President.

201 Belvidere Ave., WASHINGTON, N. J., Oct. 12, 1908.

MR. T. C. KEVITT.

Allow me to thank you for replacing the strawberry plants that I lost. Every plant you sent lived.

EUGENE L. LINABURY.



## BETTER PRICES FOR YOUR STRAWBERRIES.



KEVITT'S NEW 16-QT. CRATE.

**The Successful Fruit Grower** finds by experience that his profits are increased or decreased according to the kind and quality of package used, and that in order to make the greatest success, and realize the largest profits, his fruit must reach the markets and the consumer in good condition, and must present a neat and attractive appearance to the purchaser. The grower of fancy fruit especially, has found that this cannot always be done when the ordinary crate is used.

**Being a Large Grower** of fancy fruit I realize the importance of and demand for an improvement in crates.

**By Shipping Strawberries** in my new sixteen-quart crate your fruit will look more tempting and will bring from one cent to two cents more per quart.

**The Small Package** always makes fruit sell better, it will secure better prices and will help increase the sale of your fruit. The appearance of the berries and the new crate is what pleases the eye and sells the fruit.

**In Delivering Berries** to the customers the crates are convenient, as the entire package may be carried to the purchaser, who can thus select the quart or quarts that suit them best; very often, if the fruit looks tempting, they will buy four or six quarts, and will be better satisfied if you can show the entire crate of fruit.

**Some Very Strong Reasons** why my new crate is superior to the old crate—with all its division slats crushing every box of fruit—holding only sixteen quarts, the fruit cools off very rapidly, which is very important where berries are crated at once.

**Better Ventilated Quarts** can be better filled. Prevents mashing or bruising fruit. Only one division slat. No fruit injured in transportation as the spring bottom prevents this.

**Fruit Can Be Better** displayed when on the market. Each quart or crate of fruit can easily be examined by purchaser.

**Neat and Attractive** in appearance ; light yet substantial ; not complicated, easy to make. Just the crate for growers of fancy fruit.

**I Have Thoroughly Tested It** the past season in shipping berries to the New York markets. It stood the test. Fruit arrived in a perfect condition.

**All Crates Are Shipped by Freight or Express in Shooks.**

Prices	25 Crates for.....	\$ 4.00
	50 " " .....	7.00
	100 " " .....	13.00

**Just a Word in Conclusion From the Old Man.**

The business of T. C. Kevitt has been established for 19 years and has been without change of management of any sort and it is quite probable that the same management will continue for 19 years more. The knowledge of these facts should be worth something to my patrons. It should be self-evident that there could be no such continuity of a business if it was not based upon sound and firm business principles which the public appreciate, endorse and support, but the last few years I have demonstrated something more than this, the building up of the strawberry plant. I have endeavored in making up this catalogue to make it represent the plants by illustration and description as completely as possible so that a person could purchase of me 1,000 miles away as intelligently as though they should visit my farm.

249 Lincoln St., STEELTON, Pa.

Aug. 16, 1908.

MR. T. C. KEVITT,

Athenia, New Jersey.

DEAR SIR:—I received the Catalogue all right. Thank you for same.

I did not expect to find my name in your Catalogue. However, I thank you kindly. That is very encouraging to me, and particularly kind and thoughtful of you. That proves to me your assistance. I hope to give you a better report from next season's culture. Your Catalogue is complete. The instructions are simple and any one wishing to succeed can't fail after following your instruction.

I may call on you next June if all is well so long.

I want to see your Berries. Allow me to thank you again for your kindness.

N. B. You will find enclosed money order for one dollar and twenty-five cents for which send 6 Kevitt's Wonder strawberry plants to following address—at once, if you can.

MR. WM. E. POORMAN,

HIGHSPIRE,

DAUPHIN CO., PENNA.

EMITSBURG, Md., Aug. 27, 1908.

DEAR SIR:—Plants received in excellent condition.

Yours, etc.,

E. L. ROWE.

## FALL-BEARING STRAWBERRIES AND HOW TO GROW THEM.

There are two classes of plants that are called fall-bearing. One class has very many varieties, that bear few berries in the fall, mostly on the new runners, some on the old plants, after fruiting in the spring, caused by certain climatic conditions, generally a dry time followed by warm, moist weather, which develops the fruit buds, out of season. These varieties seldom bear fruit in the fall, on plants set the previous spring. I have never been able to get much of a crop from them, under the most favorable conditions, and none in ordinary seasons.

There are, at least, two varieties that bear fruit in the fall, on plants set the previous spring, let the weather conditions be what they may. It is of these I wish more particularly to write, at this time, as they can be truly called fall-bearing. I shall describe each separately, as there is a marked difference in them.

First, I will describe the Pan-American, as that was the first one I ever found that was truly fall-bearing, in the true sense of the word. It is a staminate and does not require any other set with it to pollenate its blossoms. If set early in the spring, and all fruit stems picked off, it will continue to crown up and send out new fruit stems all summer. I usually pick the fruit stems up to July 15th to 20th and then allow it to fruit. It sends out few runners. I usually remove the runners as soon as they have formed a few roots, two or three inches long. These I set out in good, rich soil about four inches apart in the row, rows eighteen inches apart, shading for a few days, then give good, clean cultivation the balance of the season, picking off all fruit stems as they appear. These are the plants that I usually sell in the spring. I find I can take better care of them away from the mother plant, and the old plants fruit better than when feeding a lot of layers. But, if the young plants are left on the mother plant they will fruit heavily, thus weakening them for future usefulness. I think it would be better for the mother plant if taken off as soon as they appear, but as I want all the plants I can get, I save them.

All plants set for fruiting, should be set early in the spring, twelve to fourteen inches apart in row, rows thirty inches apart. Give good, clean culture, which is easy as there are no new plants in the way. I use a fourteen tooth cultivator some, but do considerable with a Planet Jr. wheel hoe, after the plants get large.

Thirty days after you stop picking fruit stems, you can begin to pick fruit, and continue to pick fruit, until it freezes hard enough to freeze the green berries. The fruit is as large at the last picking as at the first, as they continue to blossom all the fall and when winter comes will have green fruit and blossoms on.

To raise new plants, set some of the first new plants you can get. Set them in good soil, two feet apart in the row and rows three feet apart. Give good cultivation all the fall and the next spring. Be sure to pick off all the fruit stems, as they appear. Most of them will send out runners early and form strong plants. If any fail to do so, they will crown up and make from six to ten plants by dividing early the next spring for fruiting. I prefer these old, divided plants for fruiting to the young ones, because most of them will send out, in May or June, new roots above the old roots, which is very important in a fall-bearing variety, as these new roots do not become woody and die in August and September, as do the roots on the common strawberry plant and they need all the good, strong roots they can grow to mature the large crops they produce.

There is another way to produce new runner plants. Take out every other one of the plants fruited the previous year and cultivate the ground thoroughly, remove all fruit stems and you will get a very good row of new plants, but the fruit will not be as good as on plants divided and set in the spring before fruiting.



The "Autumn" is a pistillate and should be set in alternate rows with the Pan-American. It is a seedling of the Pan-American, but unlike it, if set in the fall, giving it plenty of room and good cultivation, removing all fruit stems the next spring, it will make a host of new plants that are small at first, but when set the next spring in the rows for fruiting will be larger in August than the Pan-American, and should be set fifteen inches apart in the row. The fruit stems should be removed in the spring. Unlike the Pan-American, it will not blossom again until about the 15th of July, and will blossom heavily for about six weeks and then spend all its energies ripening its load of fruit. All runners should be kept off the fruiting row. This plant does not fruit much on the new runners. The berries are not quite as large as the Pan-American, but better shape and color.

I have sold berries, for the last four years, at from fifteen cents for the culls to fifty cents per quart for the best. The demand is much greater than the supply.—Samuel Cooper.

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EAST CHARLEMONT, Mass., Sept. 12, 1908.

MR. T. C. KEVITT.

DEAR SIR:—I received the plants in first class shape. A fine lot they were too. I have got them all set out. I have had to water them three times as it is very dry here. We have not had any rain for three weeks and everything is all dried up.

Yours truly,

C. H. LEACH.

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DAMARISCOTTA, Me., Oct. 3, 1908.

T. C. KEVITT.

DEAR SIR:—The plants arrived all right. Have not lost only four plants. I am much obliged for the extra plants; they are the best plants I ever saw sent here. I have shown them to my neighbors. They think they are fine. Yours truly,

N. C. HALL.

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ERMA, N. J., Oct. 5, 1908.

T. C. KEVITT.

DEAR SIR:—We received the strawberry plants Friday noon; they were a fine lot of plants.

Yours truly,

P. GIEBERG

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BINGHAMPTON, N. Y., Sept. 28, 1908.

T. C. KEVITT.

DEAR SIR:—I received strawberry plants as ordered, in splendid condition; have them set out as directed in your Catalogue and they don't know they have been transplanted.

Yours truly,

F. G. TOWNSEND.

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ATHENIA, N. J., August 28, 1908.

MR. TICE C. KEVITT,

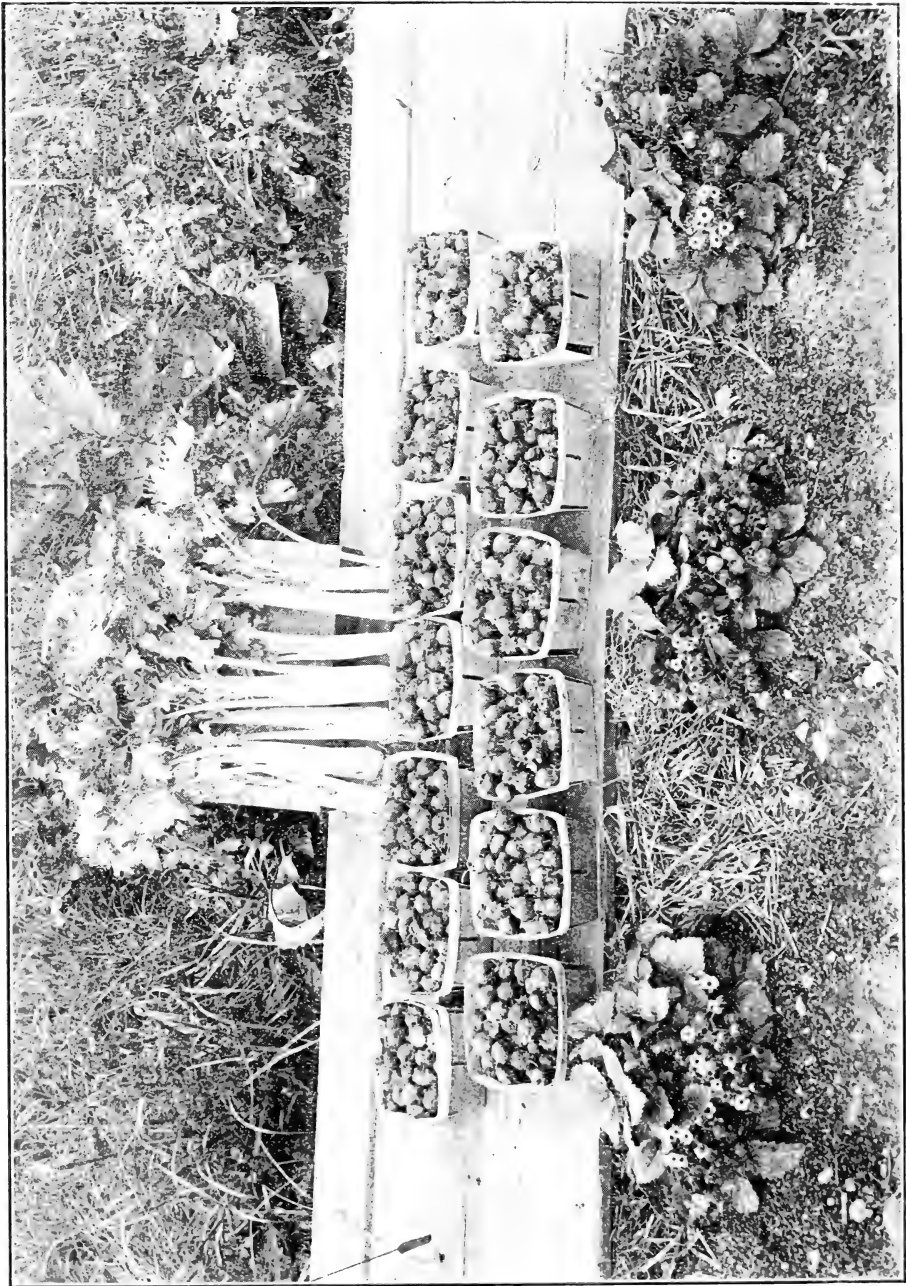
Athenia, N. J.

DEAR SIR:—Enclosed is check for five dollars (\$5.00) in payment for the strawberry plants. The first planting are doing fine, did not even wilt and all lived. I am sure the last installment will do likewise as they were fine, hardy plants with plenty of root.

Very respectfully,

E. T. DAVISON,

Supt. of U. S. Quarantine Station.



## PAN-AMERICAN

The only True Fall Bearing. The photograph was taken August 28th. The three plants are Autumn's. The berries in the baskets are mostly Pan-Americans.

## *DISCOVERY OF GREAT VALUE*

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### GROWING STRAWBERRIES

#### MY SYSTEM

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Mark out beds four feet apart; path between each bed one foot nine and three-quarters wide (see chart), set out plants in the four foot beds one foot apart each way; this will give you five plants to each row across the four foot beds. At fruiting time the young runners or strings start to shoot out. These should be kept cut off as fast as they grow. Each season when plants are through bearing earth should be ridged around each plant same as you would corn from the paths so as to give each plant some new soil near the old crowns where the new roots start from. Plants will continue to bear fruit year after year in the same bed without renewing, that is, the same original plant may be retained. For years very few runners grow after the second season.



FROM.....

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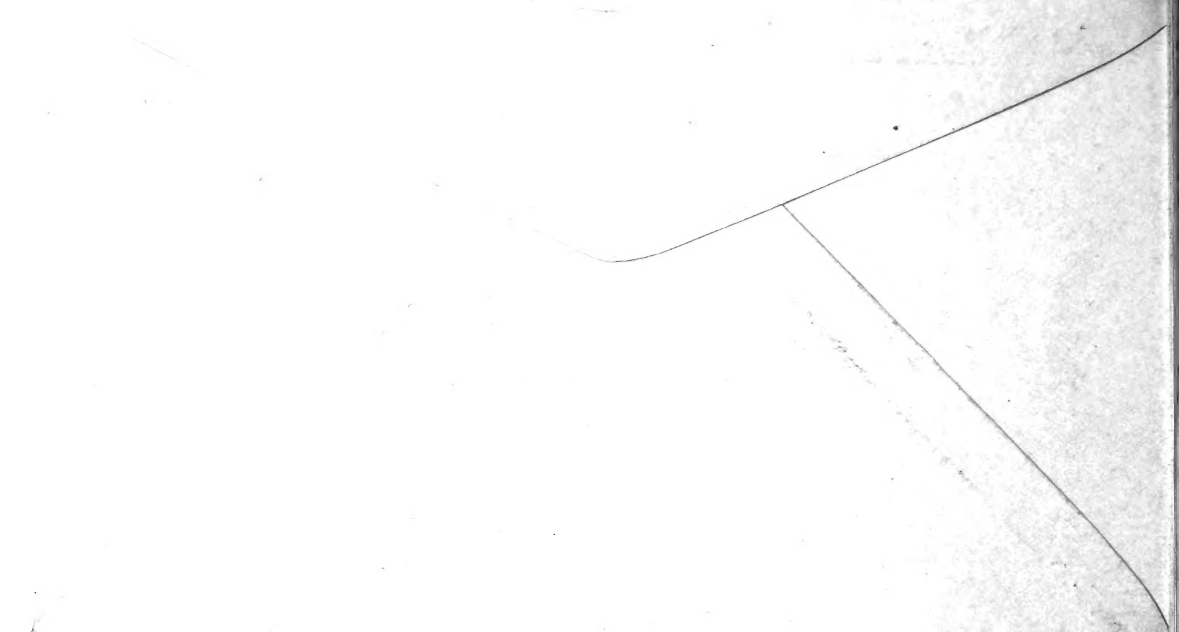
# KEVITT'S PLANT FARM

T. C. KEVITT, PROP.

ATHENIA

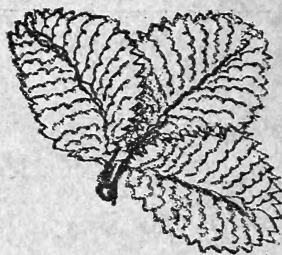
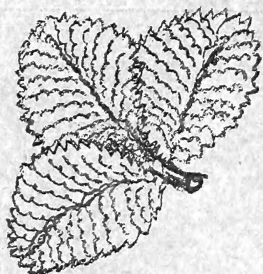
PASSAIC COUNTY.

NEW JERSEY.









T. C. KEVITT  
ORIGINATOR  
—OF—  
THE  
NEW SYSTEM  

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**GROWING  
STRAWBERRIES**

